ACLP Mission

ACLP fosters child life professionals through:

• Standards and credentialing
• Connection, collaboration and community
• Evidence-based practice
• Professional development
• Championing the child life profession
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ABOUT THE ASSOCIATION OF CHILD LIFE PROFESSIONALS (ACLP)

The Association of Child Life Professionals (ACLP) serves the community of Certified Child Life Specialists, child life academics, and child life students. ACLP advances the psychosocial care and the emotional safety of children, youth, and families impacted by healthcare and significant life experiences and supports the international child life community by providing credentialing, professional development, and networking opportunities.
DEMOGRAPHICS
*September 2019

MORE THAN 5,500 Members

- PROFESSIONAL 69%
- STUDENT 22.0%
- ASSOCIATE 7%
- OTHER 2%

Top 20 States with the Most Members
1. California
2. Texas
3. New York
4. Ohio
5. Illinois
6. Florida
7. Massachusetts
8. North Carolina
9. Michigan
10. Pennsylvania
11. Missouri
12. Tennessee
13. New Jersey
14. Georgia
15. Wisconsin
16. Minnesota
17. Maryland
18. Virginia
19. Indiana
20. Washington

FROM 49 States Plus Washington, DC and Puerto Rico

FROM 26 Countries including USA

- UNITED STATES
- CANADA
- MEXICO
- UNITED KINGDOM
- LUXEMBOURG
- NORWAY
- SWITZERLAND
- CZECH REPUBLIC
- ROMANIA
- INDIA
- RUSSIA
- JAPAN
- CHINA
- TAIWAN
- PHILIPPINES
- SOUTH AFRICA
- SOUTH AFRICA
- UNITED KINGDOM
- ITALY
- CAMEROON
- KENYA
- QATAR
- KUWAIT
- LUXEMBOURG
- NEW ZEALAND
- AUSTRALIA
ACLP Bulletin

**ACLP Bulletin** is a quarterly digital publication for ACLP members, with a circulation of more than 5,500 child life professionals throughout the United States, Canada, and across the globe. This professional resource focuses on the unique knowledge and skills of the child life community.

**EDITORIAL INFORMATION**

Each issue includes:

- Articles on topics of interest to child life professionals and those who serve the psychosocial needs of children and families in health care and beyond.
- Regular features that include student perspectives, focus on evidence-based practice, discussion of controversial issues, sharing of professional resources, and the history of the child life profession.
- Timely pieces that address the unique challenges of professionals working in the quickly evolving health care industry.

**ACLP BULLETIN OFFERS ACCESS TO:**

- More than 5,500 child life leaders and front-line professionals.
- Readers interested in products that would assist them in providing the best experience for the patients and families they serve.
- Professionals interested in organizations that support children and families under stress and in crisis.
- Readers interested in professional education materials and opportunities.

“**The ACLP Bulletin is excellent! It is something for our profession to be extremely proud of. I show it off to other professionals all the time.**”

— ACLP MEMBER

“**The ACLP Bulletin is a great resource and I do enjoy the content!**”

— ACLP MEMBER
ADVERTISING SPECIFICATIONS AND RATES

Each issue of the ACLP Bulletin has a limited amount of advertising space, which is sold on a first-come, first-served basis. We recommend that you contact advertising@childlife.org as early as possible in order to secure space in an upcoming issue. All advertisements must be prepaid.

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>AD CLOSE</th>
<th>MATERIALS DUE</th>
<th>EMAILED</th>
</tr>
</thead>
<tbody>
<tr>
<td>Winter</td>
<td>November 15</td>
<td>December 1</td>
<td>January</td>
</tr>
<tr>
<td>Spring</td>
<td>February 15</td>
<td>March 1</td>
<td>April</td>
</tr>
<tr>
<td>Summer</td>
<td>May 15</td>
<td>June 1</td>
<td>July</td>
</tr>
<tr>
<td>Fall</td>
<td>August 15</td>
<td>September 1</td>
<td>October</td>
</tr>
</tbody>
</table>

Choose from the following available sizes for ads:

- Full-Page
  - Without Bleed: 7.5" w x 10" h
  - With Bleed: 8.75" w x 11.25" h
- Half-Page Horizontal: 7.5" w x 4.75" h
- Half-Page Vertical: 3.5" w x 9.25" h
- One-Third Page Square: 4.5" w x 4.5" h
- Quarter-Page: 3.5" w x 4.75" h

AD SIZE/POSITION | AD DIMENSIONS | 1X RATE PER AD | 4X (1 YEAR): RATE PER AD
--- | --- | --- | ---
Cover 2 | **Bleed:** 8.75" w x 11.25" h [Trim is 8.5" w x 11" h] **No bleed:** 7.5" w x 10" h | $850 | $750
Cover 3 or 4 | | $800 | $700
Full-Page Interior | | $800 | $700
Half-Page Horizontal | 7.5" w x 4.75" h | $700 | $600
Half-Page Vertical | 3.5" w x 9.25" h | $700 | $600
One-Third Page Square | 4.5" w x 4.5" h | $550 | $500
Quarter-Page | 3.5" w x 4.75" h | $450 | $400

All ads are subject to approval by ACLP.

*CANCELLATION POLICY:* Customers who reserve ad space and later cancel those positions will be contractually obligated to pay all premiums if those positions are not resold.

AD FILE REQUIREMENTS

To ensure the highest quality for your advertisement, please note:
- PDF or JPEG format preferred
- Minimum 150 ppi resolution; 300 ppi preferred for any bonus print distribution versions
- RGB color for digital ads; CMYK color for print distribution
- Include the specific web address for a hyperlink to your website

Complimentary benefits include:
- Direct link to your company’s website

For additional information or to submit artwork files contact: advertising@childlife.org
ACLP Monthly

**ACLP Monthly** is an e-newsletter that provides more than 5,000 ACLP members with the latest child life news and research updates, delivered straight to their email inboxes the first week of every month.

**ADVERTISING SPECIFICATIONS AND RATES**

Choose from the following available sizes for ads:

<table>
<thead>
<tr>
<th>AD POSITION</th>
<th>AD DIMENSIONS</th>
<th>1X RATE*</th>
<th>3X RATE* PER AD</th>
<th>6X RATE* PER AD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top/Premium</td>
<td>728 x 90 pixels</td>
<td>$500</td>
<td>$400</td>
<td>$300</td>
</tr>
<tr>
<td>Middle</td>
<td>728 x 90 pixels</td>
<td>$400</td>
<td>$300</td>
<td>$200</td>
</tr>
</tbody>
</table>

**SECURING SPACE FOR AN AD**

- Advertising space in each issue of ACLP Monthly is limited to no more than three ads per issue and many issues sell out well in advance of the monthly deadline.*
- To secure space, please contact advertising@childlife.org. An ACLP staff member will follow up with you to confirm placement and send an invoice for payment. Please note that ACLP cannot guarantee your space in any particular issue until both payment and artwork have been received and processed.

**AD FILE REQUIREMENTS**

- Max file size 100KB
- File Types: JPEG or GIF

**TERMS**

- All ads are subject to approval by ACLP.
- * The deadline for ad artwork is the 15th of the month prior to publication. For example, the deadline for the February edition of the newsletter is January 15. Full payment must be received with ads.
- ** For six-time insertions, 50% payment must be received with ad. The remaining 50% is due within three months.
NEW ADVERTISING OPPORTUNITY

CCLS Connection

This e-newsletter has a distribution of more than 6,200 Certified Child Life Specialists (CCLSs), both ACLP members and non-members. It is sent three times a year – April, July, and November.

ADVERTISING SPECIFICATIONS AND RATES

Choose from the following available sizes for ads:

<table>
<thead>
<tr>
<th>AD SIZE/POSITION</th>
<th>AD DIMENSIONS</th>
<th>1X RATE*</th>
<th>3X RATE* PER AD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard: Top/Premium</td>
<td>728 x 90 pixels</td>
<td>$600</td>
<td>$500</td>
</tr>
<tr>
<td>Middle</td>
<td>728 x 90 pixels</td>
<td>$500</td>
<td>$400</td>
</tr>
</tbody>
</table>

SECURING SPACE FOR AN AD

- Advertising space in each issue of CCLS Connection is limited to no more than four ads per issue.
- To secure space, please contact advertising@childlife.org. An ACLP staff member will follow up with you to confirm placement and send an invoice for payment. Please note that ACLP cannot guarantee your space in any issue until both payment and artwork have been received and processed.

AD FILE REQUIREMENTS

- Max file size 100KB
- File Types: JPEG or GIF

TERMS

- All ads are subject to approval by ACLP.
- * The deadline for ad artwork is the 15th of the month prior to publication. For example, the deadline for the April edition of the newsletter is March 15. Full payment must be received with ads.
- ** For three-time insertions, 50% payment must be received with ad. The remaining 50% is due within three months.
Website Advertising

The ACLP website is the leading source of certification and professional development content for the child life community. It also serves as a source of information for allied healthcare providers and the general public. The website attracts more than 25,000 unique visitors a month with the homepage receiving 160,000+ page views. It is a prime location for advertisers interested in reaching the child life community.

www.childlife.org

NEW REDUCED PRICES

ADVERTISING SPECIFICATIONS AND RATES

Choose from the following available sizes for ads:

<table>
<thead>
<tr>
<th>AD SIZE/POSITION</th>
<th>AD DIMENSIONS</th>
<th>RATE PER MONTH*</th>
<th>RATE FOR 3 MONTHS*</th>
<th>RATE FOR 6 MONTHS**</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard: ACLP Home Page</td>
<td>728 x 90 pixels</td>
<td>$500/month</td>
<td>$400/month</td>
<td>$300/month</td>
</tr>
<tr>
<td>Leaderboard: ACLP Interior Page</td>
<td>728 x 90 pixels</td>
<td>$300/month</td>
<td>$200/month</td>
<td>$100/month</td>
</tr>
</tbody>
</table>

Advertisers will be provided with web statistics for measurable ROI. Contact advertising@childlife.org to secure space.

TERMS

- All ads are subject to approval by ACLP.
- The deadline for ad artwork is the 15th of the month prior to publication. For example, the deadline for February is January 15.
- *For one-month or three-month insertions, payment must be received in full with ad.
- **For six-month insertions, 50% payment must be received with ad. The remaining 50% is due within three months.
NEW ADVERTISING OPPORTUNITY

Child Life Marketplace

The Child Life Marketplace is a growing resource for child life specialists to discover programs, products, and services that have been developed to help them thrive in their careers and serve patients and families.

ANNUAL LISTING MAY INCLUDE THE FOLLOWING:

- Organization name and description
- Link to website
- Email contact
- Promotional code
- Opportunities for customers to leave comments
- Leaderboard ad at the top of the listing

Choose to place your listing in one of the following categories:

- Arts & Crafts and Memory Making Supplies
- Books
- Camps
- Distraction Aids, Medical Teaching Materials, and Toys
- Education & Training
- Environmental Design & Playroom Equipment
- Non-Profit Services for Children & Families
- Tech Products & Services

ANNUAL LISTING RATES

The cost of an annual listing is $600.*

*ACLP Corporate and Non-Profit Organization Membership includes a free listing in the Child Life Marketplace.

Learn more about the many benefits of this membership category here.

TERMS

- All ads are subject to approval by ACLP.
MAILING LISTS

Enhance your organization’s visibility and connect with the child life community through the ACLP Mailing List Program. Whether you are selling products or services, advancing a noteworthy mission, or conducting market research, ACLP has a mailing list option designed to meet your needs.

HOW TO ORDER A MAILING LIST
For your convenience, each mailing list is formatted as an easy-to-use Excel spreadsheet delivered via email as an attachment. ACLP offers lists with postal mailing addresses only. We do not sell or rent email addresses.

Standard mailing lists may be purchased online with a credit card. By placing an order, you agree to adhere to the ACLP Mailing List Rental Agreement, which is incorporated into the order form and states that each purchased mailing list is intended for single-use and is non-refundable.

Please review the full ACLP Mailing List Rental Agreement prior to placing your order. For additional information contact: advertising@childlife.org

ACLP must review and approve a sample of your intended mailing before the mailing list will be delivered. The sample may be sent as an attachment via email to advertising@childlife.org, faxed to 571-483-4482, or mailed to ACLP at:

Association of Child Life Professionals (ACLP)  
Attention: Mailing Lists  
1820 N Fort Myer Drive Suite 520  
Arlington, VA 22209

To pay by check, please complete the ACLP Mailing List Order Form and mail it to the ACLP office, along with payment and a sample of the intended mailing.

PROCESSING TIME
Standard mailing lists take one week to process. Specialized lists may take two-three weeks to process. All mailing lists will be delivered electronically in a spreadsheet format upon approval of the intended mailing.

STANDARD MAILING LISTS
Standard mailing lists for the following target groups are available for purchase:

- ACLP Members List: ............................................ $1,000 US
- Certified Child Life Specialists List: ........ $1,000 US
- Combined List of ACLP Members and CCLSs: ............................................... $1,300 US
- ACLP Program Leaders: ......................... $650 US
- Regional Lists (each): ................................. $500 US
- Student List: ..................................................... $500 US

ACLP MAILING LIST RENTAL AGREEMENT

By placing an order online for an ACLP mailing list, customers agree to the following:

- Renter understands and agrees that the Association of Child Life Professionals (ACLP) is making these addresses available for one-time use only and solely for use on the mailing for which the sample was submitted for approval.
- Renter shall not copy the mailing list or any part thereof for use on an additional mailing or to enter into a computer database for use at a later time.
- The renter hereby agrees to submit a complete mailing sample to ACLP. ACLP may decline to provide the mailing list in the event that those materials do not meet with ACLP approval for any reason whatsoever.
- It is understood and agreed that the rented list has been and will be monitored to prevent improper and unauthorized use, by a combination of one or more methods of computer control, to which the renter consents and agrees.
- This agreement shall be binding upon the undersigned, its principals, and its agents.
ACLP Mailing List Order Form

ORGANIZATION INFORMATION

ORGANIZATION NAME

CONTACT NAME

ADDRESS

CITY STATE/PROVINCE ZIP/POSTAL CODE COUNTRY

PHONE EMAIL

STANDARD LISTS:

☐ ACLP Members ................................................................. $1,000

☐ Certified Child Life Specialists ......................................... $1,000

☐ Combined List of ACLP Members and CCLSs ....................... $1,300

☐ ACLP Program Leaders .................................................... $650

☐ Regional Lists (each) ....................................................... $500

☐ Student List ................................................................. $500

*For regional lists, please clarify list preferences:

☐ Northeast Region includes: ME, NH, VT, NY, MA, CT, RI, NJ, DE, and PA

☐ Southeast Region includes: WV, MD, VA, Washington, DC, NC, SC, GA, FL, AL, TN and KY

☐ West Coast Region includes: CA, OR, WA, NV, ID, MT, WY, UT, AZ, AK, and HI

☐ Northern Mid-West Region includes: ND, SD, MN, WI, IA, IL, IN, MI, and OH

☐ Southern Mid-West Region includes: CO, NM, TX, OK, KS, NE, MO, AR, LA, and MS

PAYMENT

☐ Invoice me. ☐ I have enclosed a check payable to Association of Child Life Professionals.

☐ Please charge my: ☐ Visa ☐ MasterCard

CARD NUMBER EXP. DATE SECURITY CODE

NAME ON CARD

☐ I agree to the terms of the Association of Child Life Professionals Mailing List Rental Agreement.

SIGNATURE DATE

For further information, email orders@childlife.org or call ACLP at 1-800-252-4515.